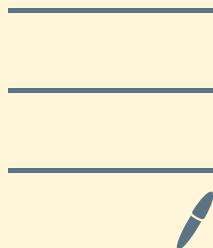



2025 Journal

Michael Slusher



Wednesday, January 1st 2025

Today I am driving to Virginia with my dad for a few days and I'm reflecting a bit on what I want my upcoming year to look like. I really want to focus on how I can expand my business vertically and balance my work and be productive. I guess close goes to define my annual goals across multiple metrics.

GOALS

Major Life Goals

Tangible

Own property

Subjective

Create creative projects for personal growth

Work from my own on a fulfilling creative business and fully support myself

have comfortable savings

I feel like I am getting to a point on writing I don't want you too much. I think it would make sense to write out again all I would want and create a roadmaps.

- goal
- task
- dream



Thursday, January 2nd 2025

Tuesday is the first day of my winter break. I am currently at a local restaurant called "Baba Daily Bread Bistro". I'm going to see if dad will come and we can look at what we wanna do with our trip.

Figures out some sort of finance goal and hold myself to it.

• Table to accountant

• Set up CRM → probably gonna w/ Databo

↳ need to get business card

• Design Price list → IN PROGRESS

↳ need to reset up quickbooks

• Photography Price list → IN PROGRESS

• Video Price list → IN PROGRESS

• Edit Michael Barnes Photos

Tuesday, January 3rd 2025

I am still in Winter Virginia today. We haven't really done too much and there isn't much to do here anyway, but that's okay. I think it has helped me focus more a bit. I have seen Grandma & Paw Paw as kinder hypnotized by their phones, which was kinda interesting. Like I know I am on my phone an unhealthy amount and I need to do better. I guess its interesting to see it effect another generation so much as well. Paw Paw is very smart and the amount of facts he knows is incredible. Its just interesting to how AI generated short form content blasting from his phone. I'm not judging, just an observation and it makes me consider my media diet.

Friday, January 17, 2025

- I stand up meeting everyday for 1 week

↳ then go to once a week and as needed

- Part-time, incentive pay.

+ MASTER PASSWORD Doc

+ Brand guidelines

+ Company Blackbook

+ Email log in

+ Employee Headshot

+ email footer

SET UP CRM

Instagram log in

WEBSITE Log in

Drive Permissions

Slack

log in

& info

1st TASK → social campaign

- Post Frequency

- Post look & language

- Media Archive

Get to know
each other

(intro meeting)

- See ↳ ALSO BRANDING

PNGS - SUGS

Colors

Saturday, January 18th 2025

Make Crew Shirts

New Business Cards

File for
EIN
on Tues

Schedule

- Chase mtg.
- DMV mtg.

Finish
Demo Rec

SET UP
DOSERDO

Finish
Company
Handbook

FINISH
COMPANY
BUDGET

February 15, 2025

- Corporate Talking Heads
- Live Stream or recording of your live event
- Drone Footage
- Portraits

You mean
Shutterstock
STOCK
Cues
Give me
Corporate we
a quick
funny
video

Yelling Car salesman?

↳ oversized suit?

↳ local Ad?

"we got em!"

A sexy actor
playing Michael

Interrupts
good photos and
girl spooked

Jumps out of
bush?

Dog testimonial Ad.

Cutting to me as
director cutting

3 ADS

The premise being

↳ Strike the
right tone. Cutting trying to
make it work?

A. Local Low
Car Ad

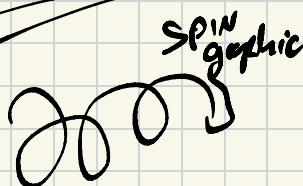
B. 90's
TOY Adver
Ad

C. Dramatic
testimonial
Ad

Car Salesman

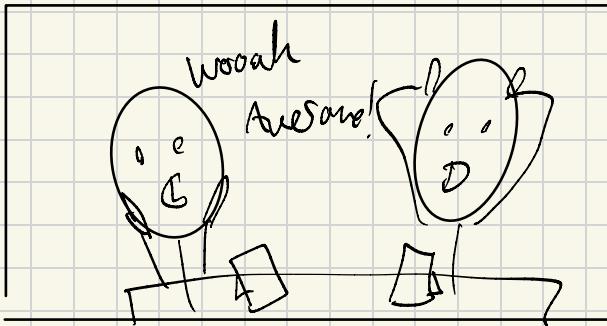
Car adver in big or little tacky suit

DO YOU NEED PRO PHOTO & Video
For yourself or your Business?
Look No Further than



SLUSHER STUDIO

TOY Commercial



woah! High quality portraits that
highlight someone's unique personality!!!

treks it like a plane & flies
+ my car gonna

plane noise

Sex Appeal

→ starts w/ couple like just
romantic carnival

→ Hi, my name is Michael Slusher
the food owner of Slusher Studio...
Do you need pro photo and video?
give me a call..
* WINNERS*

CUT TO:
whip pun to

Michael in chair with ifed

"I yeah I ^{dream} about this"
"and feel like we're not staying
the night here..."



↗ pan back to
sexy Michael

↳ "Did I do something wrong?"
very excited
and
surprised

↳ Back to Michael

↳ "No! Yes. No!"
"Good you're hardcore"

↳ Back to Sexy

smiles

↳ Back to Michael

Okey look --
when we're having
too say in --

WIFE GIFT

Wife opens box to glow inventory
Jewelry ceremony and the references something
uncomplicated. She says. "Honey! you got me high
quality professional photo and video services from
Shutterstock? how'd you know?"

"They're the best there is" he says.

Say much walks out and says.

"(Laughs) another happy customer!"

→ then goes into previous
memories.

- Take Meds
- stretch
- shower
- write

- ❖ Clean living room
- ❖ work on Toontrack
- ❖ call Zac @ 10
- ❖ laundry

Short & Sweet

General treatments about your

3 shorts

30 second summaries

2 choices of

↳ day & work

↳ testimonial

↳ meet the team

↳ accolades

↳ event reel

* 3 hrs filming

1.25 hrs editing

& 45 min call

\$800?

↳

The Introduction

• 1-2 minute overview video

↳ owner/employer interviews

↳ B-roll

• content cut into 3 shorts

↳ who are we

↳ what's the work

↳ accolades?

• 6 hrs filming

• 5 hrs editing

• 45 min call

\$850

↑

The Documentary

3-5 min video

- business and origin story

- day to day

- Get to know team

↳ B-roll of

Boss or Employee

interview

• 8 hrs filming

• 1.8 hrs editing

• 1 hour call

• \$1250

Add-ons

These are treatable & I also like the idea of a package for
but also worth it? start-ups, individuals, whatever ones we can give
a full service for less too

Then add ons can be applied on to any of the packages. Maybe we add a static discount based on how many services they add. But probably add a cap if it percentage? Like up to 15% off everything and you get 10% with each one? Or perhaps a static price discount would be better?

- Animated logo
- Extra revisions
- Style guide

- logo design
- hourly filming
- Short-form edit

- Voice over?
- Team portraits?

Voice not
directly involved
in filming. Could
just do it
and not be
pertinent
or confuse
the messaging.
Maybe add an
extra?

For some services
already paid for

Thursday, March 6th 2025

I went to NYC. I am on the train to NJ. I like the rhythm of the train as it rocks and bumps on its way to full speed.

Monday April 14th 2025

- Shannen
- Thangay

REVIEWS

- Email asking for reviews
 - offer a 20% discount on services.
- Provide links to Google Review
- Share that they are on my website
 - include link
- Also mention Referral?
- Slightly above socials
- Thank them for working with me.
- WHO?

The Team

- Tawnya
- Lauren Prengy
- Katie Komanski
- METUS
- Richard Brown
- Nancy's Flower Truck
- Fallon Elliot
- Marissa Alton
- ~~Theresa Peltier~~
- Emily Cunn
- METUS WOMAN

BUSINESS CARDS

CULTURE ALIGNMENT DESIGNS

FINISH HOME PAGE VIDEO

LINK OTHER SOCIALS ON WEBSITE

GET KENDALL SOCIAL RAW MEDIA

- WEBSITE FAQS
- Nick on - Sonnungs,
 - Blog or Newsletter?
- REACH Out To Leads
 - Sonnath Crossfit
 - Art studio from Dad
 -
- ADD EVENT PHOTOS TO WEBSITE
- ADD MOTION GRAPHICS TO WEBSITE

Sunday, April 20, 2025

Things for this week by:

- Organizing gifts
- Clean Room
- Write to-do for tomorrow
- Organize laundry
- take out trash

Monday, April 21st, 2025

- Under signatures of their
Schools with Mrs.
- Guests and ext. Grandmoths Miller footage
- Have meeting with Guinneth Chamber Rep.

Monday May 5th 2005

I want to write a creative stuctice but the margins on finnace are tight.

Thursday, May 27, 2009

~~Follow Up~~

- Edit RB MANAGE
- Bill RB
- Bill METUS
- EDIT METUS

~~Put ALFC in calendar~~

- Follow up w/ Railway Mvs.

~~SCHEDULE w/ NANCY'S~~

- GEAR ORDER

~~SCHEDULE w/ RHINO~~

- BADGES

- FOLLOW UP w/ RONEN

- FOLLOW UP w/ HATTIE IN 3 DAYS

- BRIDGE LANYARD ORDER

- FOLLOW UP w/ KENDALL

- ASHTON ON BOARD

- WEBSITE UPDATE

~~METUS FOLLOW UP & ORDER~~

- MI Movie CALENDAR

- AIDAN FOLLOW UP

- MICHAEL (Wedding) FOLLOW UP

~~CAR REGISTRATION!~~

~~CAR SERVICE~~

~~Overdrawl Chase~~

Friday May 23rd 2025

- MASILN!
- all possible release focus
 - Appearance
 - Location
 - Minor
- FILMING NOTICE SIGNS
- FILMING RIGHTS FORM
- Ask about any other legal forms?
- WARREN PROOFS

Tuesday May 27 2014

- Ashlan
- Email
- address
- package

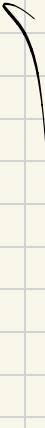
- Onboard Q's
- PHOTO
- PROFILE

ALEC PHOTOS

- Ashlan
- web DESIGN
- PITCH DECK DESIGN

PORTRAIT
EDITING
TRAINING
& Auto
PRINT

SET UP
LEFTIE A



- GEAR CLASS
- SET UP WORKSHOP
- STANDARD PROCEDURES
- POST MODELS
- CALL SHEETS
- BADGES
- PITCH DECK
- TAKE DOWNING NOTES FOR REFERENCE
- MANDYS MOCK-UP
- USE MY RESOURCES TO MAKE A PASSION PROJECT
- HOW DO WE HANDLE CONTINUITY?
- SIMPLIFY OUR BUSINESS - NO ADVERT OR FILM
- SIMPLIFY BUSINESS
what is the transaction $\$ \rightarrow$ product.